PERCEPTION PROCESS AND STEREOTYPES

Overview

- Elements of perception
- Perceptual shortcuts
- Relationships between stereotype and perception
- Strategies to correct inaccurate perceptions

Perception

The active process of assembling sensations and reconstructing events into meaningful patterns in order to form a usable mental representation of the world.

Perception

- **Not always based on a true picture of reality**
- **Our perceptions are our reality**

Elements of Perception

- **Raw data**
- **Mental process**
- **Interpretation of our experience**

Perceptual Shortcut

- **New information with old information to make a quick deduction……**
  - **First impression**
  - **Viewing people as a constant**
  - **Blaming the victim**
  - **Halo effect**

Stereotypes

- An exaggerated belief associated with a category

Characteristics of Stereotypes

- Fixed rigid ideas
- Associated with a group or category
- Not supported by evidence
- Can be favorable or unfavorable
- Driven by motive

Sources of Stereotypes

- Socialization process
- Books
- Mass media
- Educators and public officials

Perception / Stereotype

- **Rationalizations that allow us to justify behavior**
  - **Accept / reject certain groups or situations**
  - **Selectively maintain our thinking about a group or category.**

Strategies to Correct Inaccurate Perceptions

- Acceptances of differences
- Active listening
- Own your behaviors
- Use the feedback process

Summary

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